

1. Record Nr.	UNINA9910462732503321
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Titolo	Managerial communication [[electronic resource] ] : evaluating the right dose / / J. David Johnson
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, 2012
ISBN	1-60649-465-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (190 p.)
Collana	Corporate communication collection, , 2156-8170
Disciplina	658.45
Soggetti	Communication in management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2012 digital library.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	List of tables and figures -- List of boxes -- Preface -- Prologue -- 1. Introduction and overview -- 2. Definition and the use of metaphor -- 3. The idea of match -- 4. Managing relationships -- 5. Productivity -- 6. Change -- 7. The world outside -- 8. Summing up -- Notes -- References -- Index.
Sommario/riassunto	The metaphor of dosage offers a rich organizing principle for managers. It focuses our efforts on such fundamental, pragmatic communication issues as amount, frequency, delivery system, sequencing, interaction with other agents, and contraindications. It suggests compelling new answers to fundamental problems that all managers must face, with an appreciation of basic issues beyond our conscious awareness. The book is targeted toward graduate, executive, and professional audiences. In our day-to-day lives--whether we are discussing things with our housing contractor, our cable repair man, our doctor--we must constantly decide how much communication we should engage in to pursue our projects. This work focuses on the dosage metaphor as a way of confronting this question--what level of communication, both in terms of amount and of depth, is really necessary to accomplish particular purposes? Most communication theories implicitly paint a picture of the prevalence and paramount importance of communication, with a "communication metamyth" that more is necessarily better. This book provides the first truly

comprehensive treatment of dosage. It also focuses on perhaps the most contemporaneously interesting issues of change and of productivity. The final chapter presents the dosage metaphor in broad sweep, suggesting a countervailing minimalist approach to communication.

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2. Record Nr.	UNINA9910689433803321
Titolo	Healthy aging in rural America : hearing before the Special Committee on Aging, United States Senate, One Hundred Seventh Congress, first session, Washington, DC, March 29, 2001
Descrizione fisica	1 online resource (iii, 137 p.) : ill
Soggetti	Aging - United States Older people - Medical care - United States Older people - United States - Attitudes Medical care, Cost of - United States Longevity - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia